

May 21, 1993

Dear :

A bill proposed by Governor Cuomo would ban all fixed advertising of tobacco products except in newspapers and magazines. Advertising would be banned on billboards, signs, notices, posters and POS displays, in all public places including stores and other places of business. Couponing would be prohibited in all forms except newspapers and magazines. Brand sponsorship would also be prohibited.

In addition, this bill virtually eliminates smoking in all public places including bars, establishments without full liquor licenses, bowling alleys, bingo parlors, sky boxes that are not completely enclosed, limousines even if privately hired, etc.

These are the most restrictive measures proposed anywhere in the country.

THIS BILL WILL HURT ALL OF OUR BUSINESSES -- INCLUDING YOURS

The Legislature is considering this bill NOW, so they must hear from the businesses that would be impacted by it immediately. We need your help to be part of the statewide effort to stop this bill from becoming law.

**It is important that you join us at 3:00 p.m. on Wednesday, May 26,
at Philip Morris, 120 Park Avenue, to find out how you can help.**

Please RSVP to my office at 212/878-2836.

See you there and thanks!!!

Sincerely,

INA W. BROEMAN
Director, Event Marketing

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